

ORDER



Orders
Order / Rev: 68970
Alt Order #: 9853398 /Brad
Product Desc: Bob Casey For Senate
Estimate:
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/29/12 / 11/02/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	17	\$3,805.00	\$3,234.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$3,805.00	\$3,234.25	0.00
Totals	17	\$3,805.00	\$3,234.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	22%	\$3,805.00
Market	100%	\$17,295.45

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	78%	\$13,490.45
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/31/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6a-7a	M-WTF--	:30	5	\$70.00	P-3	0.00	NM	5	\$350.00
N 2	WHP	10/31/12	11/05/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M-WTF--	:30	3	\$140.00	P-3	0.00	NM	3	\$420.00
N 3	WHP	10/31/12	11/05/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	1	\$90.00	P-3	0.00	NM	1	\$90.00
N 4	WHP	10/31/12	11/05/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$195.00	P-4	0.00	NM	1	\$195.00
N 5	WHP	10/31/12	11/05/12	NFL RS Game Steelers NFL RS Game Steelers	CM	1p-7p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 6	WHP	10/31/12	11/05/12		CM	Various	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00

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 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SEC Day Game															
SEC Football Day Game															
N 7	WHP	10/31/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	4	\$600.00
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> 5 WHP 10/31/12-11/05/12 M-F 4p-5p 4p-5p M-WThF---- :30 (\$150.00) 0.00 NM </div> <div>Credited</div> <div>[Credited Spot]</div>															
N 8	WHP	10/31/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
													Totals	17	\$3,805.00